

Tab 14

From: Nelson, Holly
Sent: Monday, September 10, 2001 9:15 PM
To: Trombetta, Mark R
Subject: FW: ISS presentation for emphasis meeting

Attachments: Focus On ISS Facilitator Notes-PSS-AFC.doc; Focus on ISS-PSS-AFC.PPT

-----Original Message-----

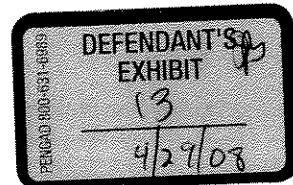
From: Strow, Andrew B
Sent: Friday, August 31, 2001 4:07 PM
To: Nelson, Holly
Subject: ISS presentation for emphasis meeting

Holly:

Here is the presentation material for the ISS workshop that you will be conducting with Mark Trombetta at the upcoming emphasis meeting on the morning of the second day. We will discuss more on Thursday when we work together.
-andrew



Focus On ISS
Facilitator Notes... 5-PSS-AFC.PPT (882



FOCUS ON ISS WORKSHOP:
Present the Strategic Solution and Ask for Commitment

Purpose: To help PSSs reinforce their knowledge of the ISS process, specifically Present the Strategic Solution and Ask for Commitment

Materials: Facilitator's Guide
Flip Chart/Markers- 3 per room
Ovation/Overhead Projector
1 DSM and 1 DTC will present this workshop
CVAs for all products- PSSs to bring copies of CVAs
Copies of Power Point presentation- Provided by DSM

Time: Focus on ISS: Present the Strategic Solution and Ask for Commitment 20 minutes

"What Good Looks Like" 15 minutes

Present the Strategic Solution and Ask for Commitment Exercise 20 minutes

Practice Exercise 30 minutes

Wrap-up 5 minutes

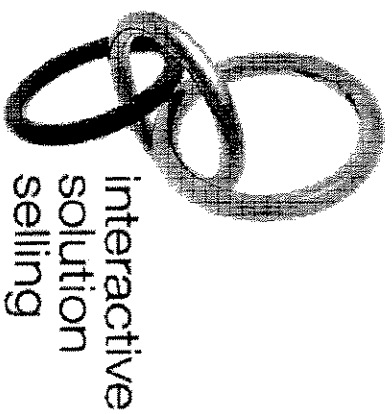
Total Time 90 Minutes

DELIVER THE DIFFERENCE

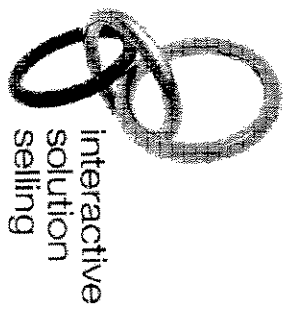
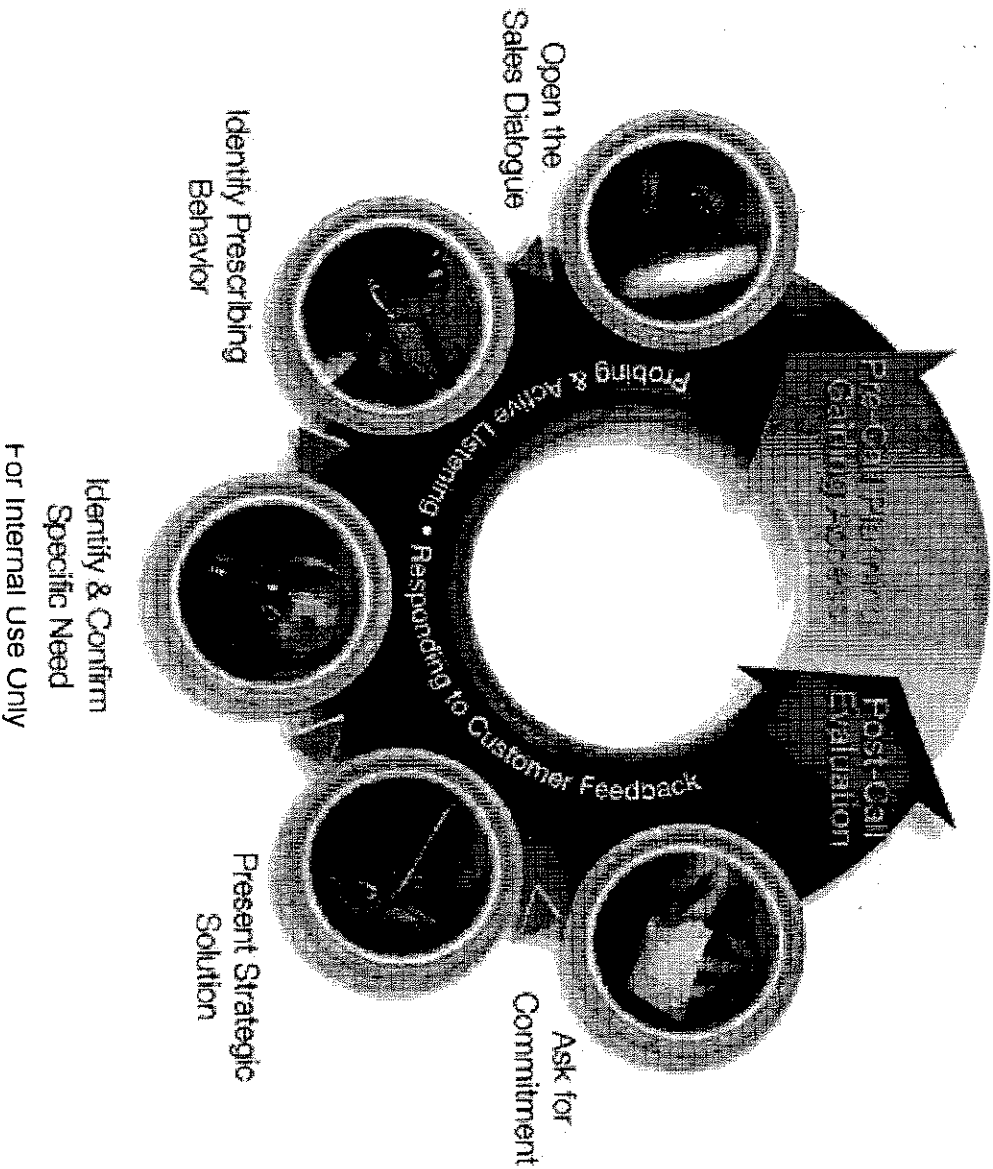
AstraZeneca 

Focus on ISS:

Presenting the Strategic Solution & Asking For the Commitment

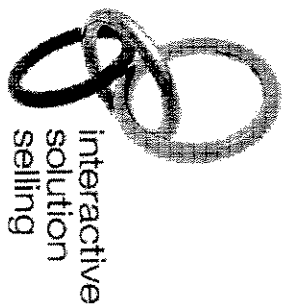


Interactive Solution Selling Process



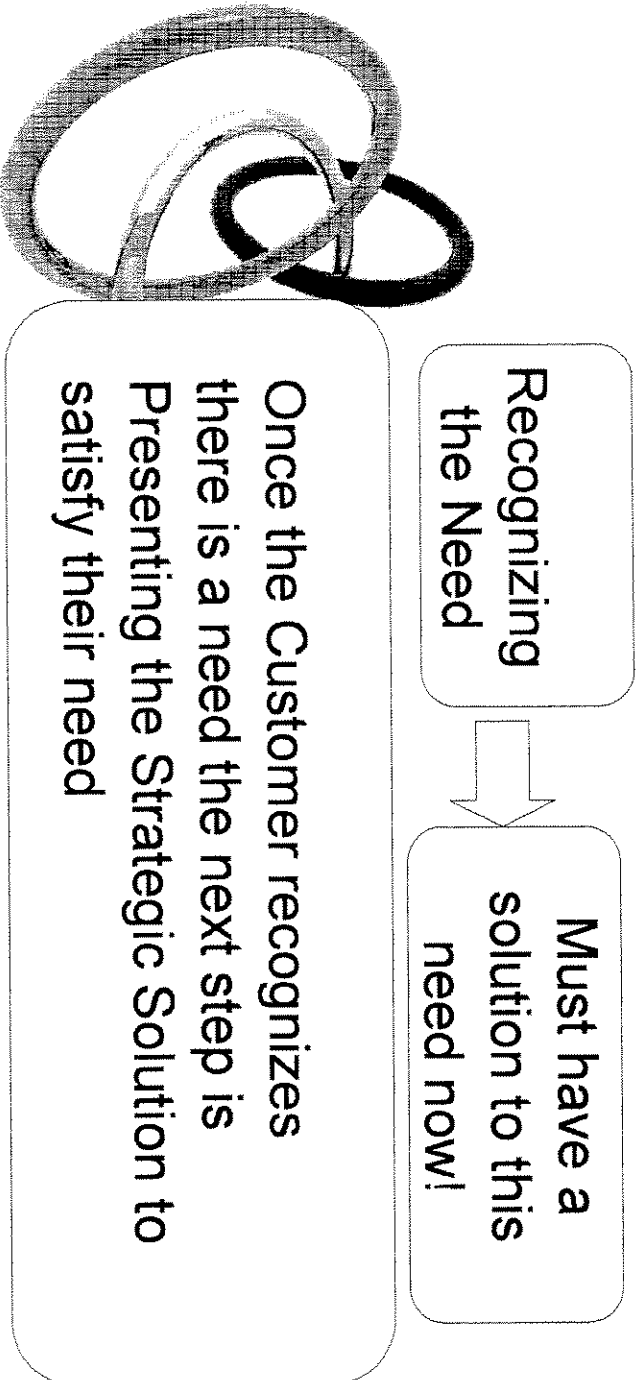
WHAT'S IN IT FOR ME

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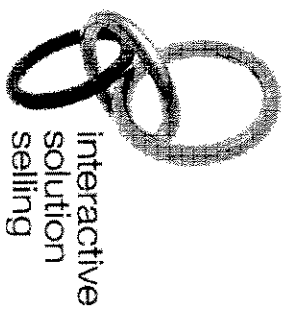


Expanding on the Customer's Need

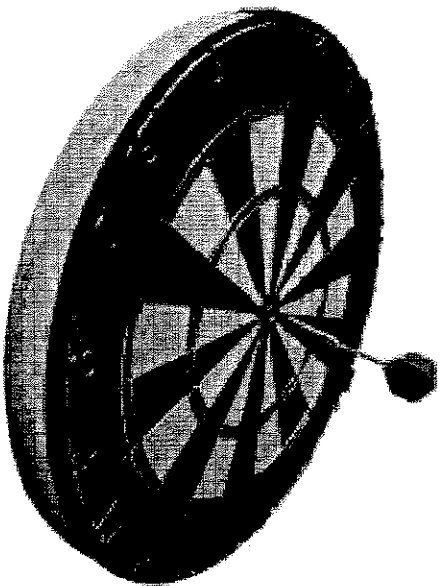
- The Path of Identifying Prescribing Behavior and Identifying and Confirming Specific Needs questions has uncovered the customer's needs and they have been clarified and reconfirmed



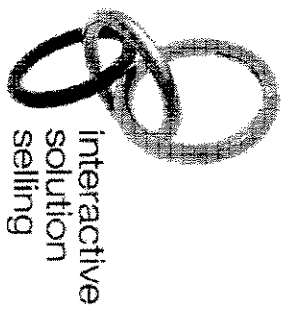
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The Strategic Solution



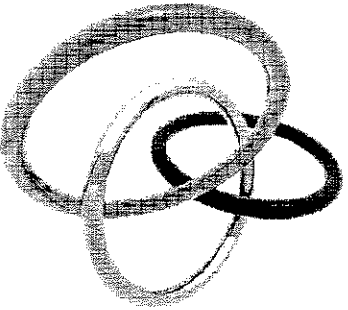
The Strategic Solution satisfies the need stated by the customer during the call and offers a product solution to that need gaining commitment to your call objective from the customer



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Satisfying Customer Needs

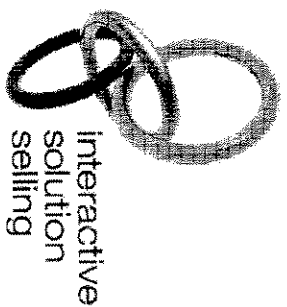
- During Identifying Prescribing Behavior and Identify and Confirm Specific Needs portions of the call the customer should state that the strategic solution is a need they have
- Understand what motivates the customer in their decision making process
- Present AstraZeneca product solutions in terms of what need they satisfy for the doctor and the patient.



The Bottom Line:

“So doctor, what this means for your patients is...”

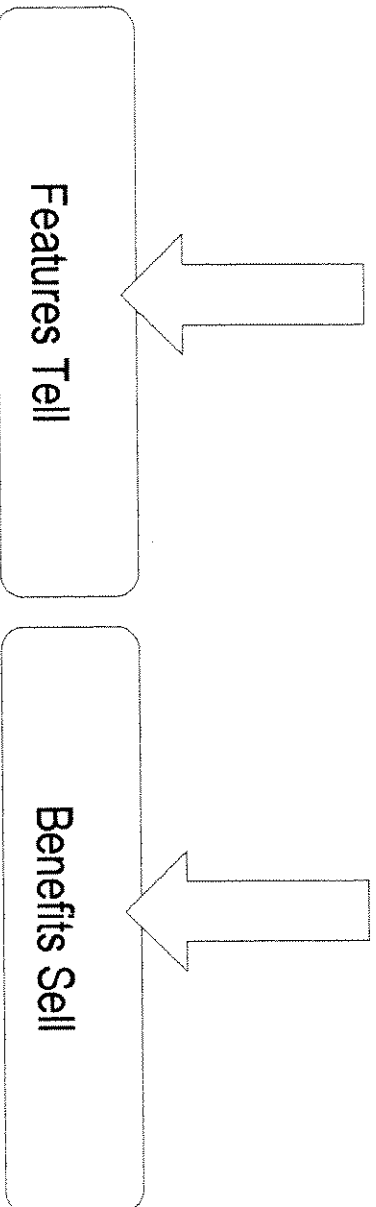
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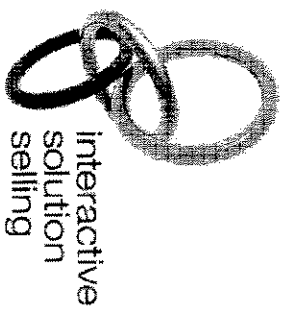
Sell the Strategic Benefits

Features vs. Benefits

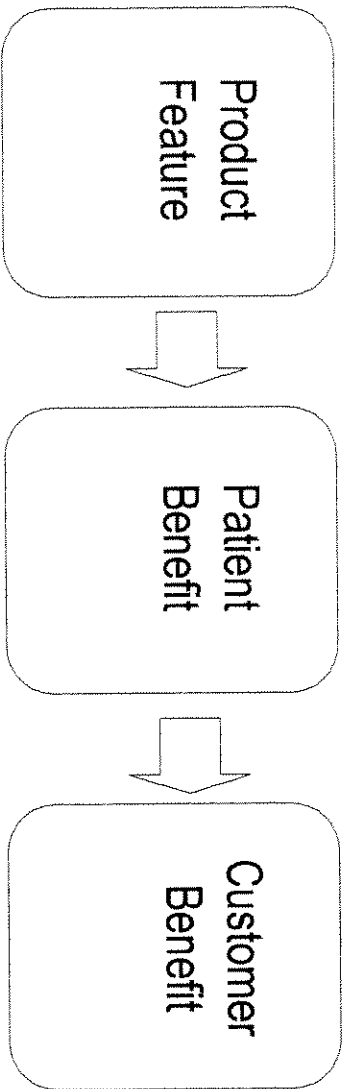
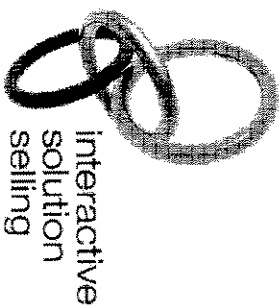
- Customers do not prescribe/support a product for what it is
- They prescribe/support a product because of what it can do for them and their patients



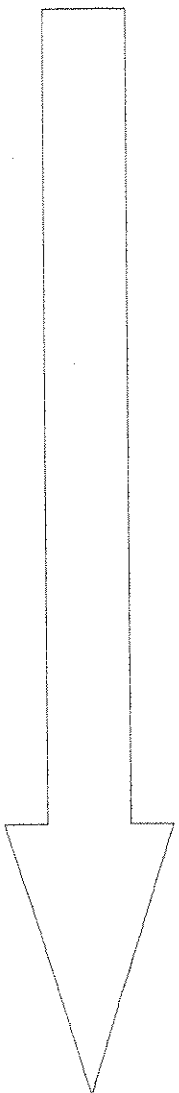
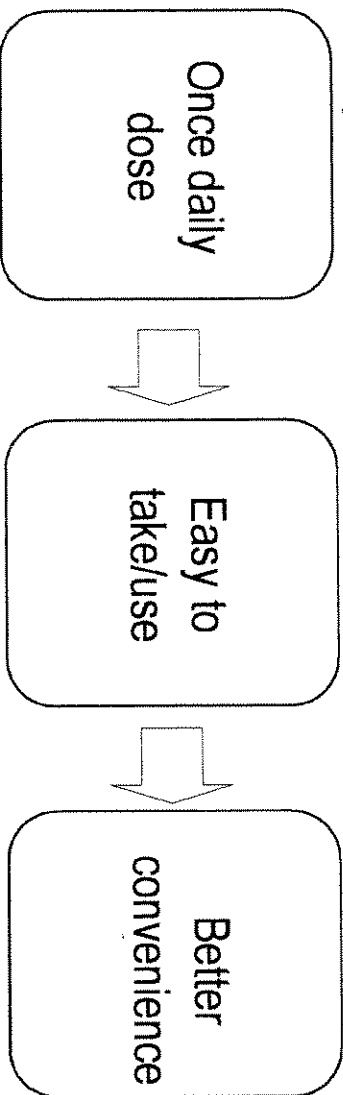
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Selling the Strategic Benefits



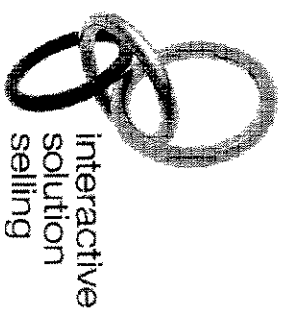
Example



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Presenting Features And Benefits

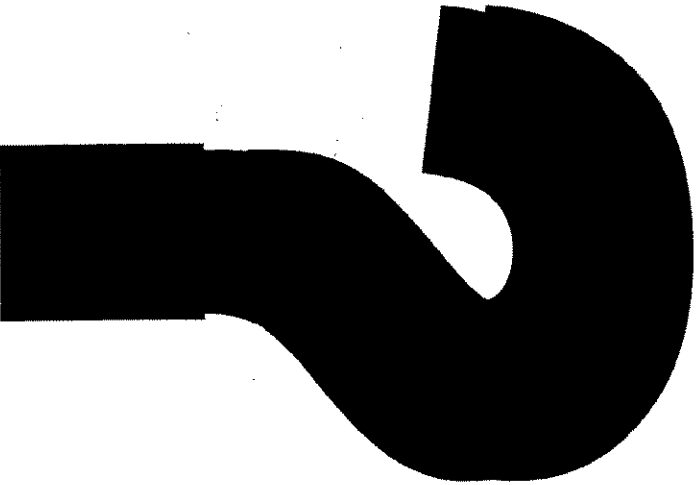
All features and benefits incorporated into a product discussion must support a balanced product discussion of benefits and risks and be consistent with the current promotional messages of AstraZeneca



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Differentiating Strategic Features and Benefits

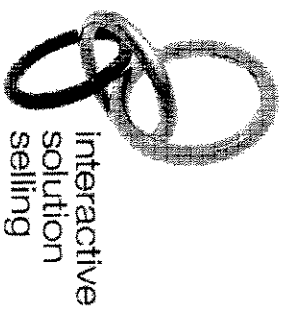
Are you providing both in your Presentation of a Strategic Solution



“So What” Test

- Help distinguish between features and benefits by using... **So What?**

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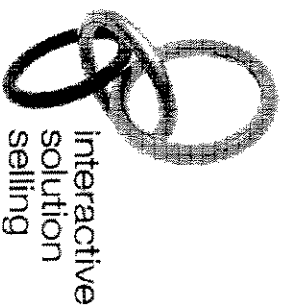


Presenting Strategic Solutions

Summary

- A key skill to be used throughout the sales dialogue
- Know your customer's need... use strategic benefits and solutions to satisfy the need
- Present the strategic solution and sell the benefits

If you have Presented a Strategic Solution that satisfies a need, that was uncovered during the call you have the right to Ask For the Commitment!

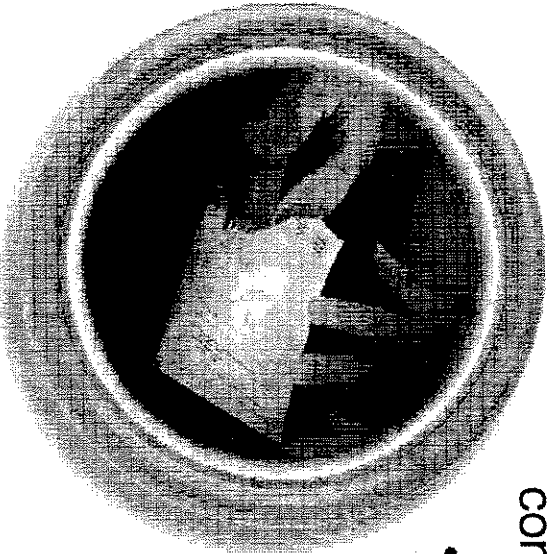


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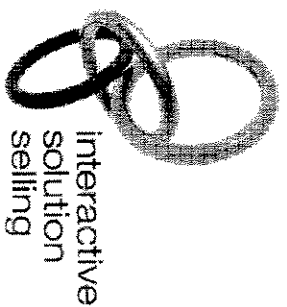
Asking for Commitment

A Request for Action

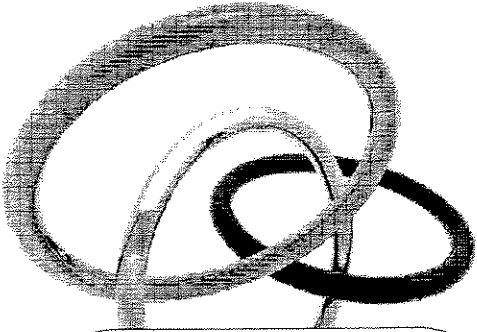
- The moment when the customer recognizes you have satisfied a need and agrees to proceed
- Moving the customer from interest to commitment
- Moving the customer along the product adoption spectrum



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Asking for Commitment



Definition:

The action you want the customer to take to achieve the sales call objective

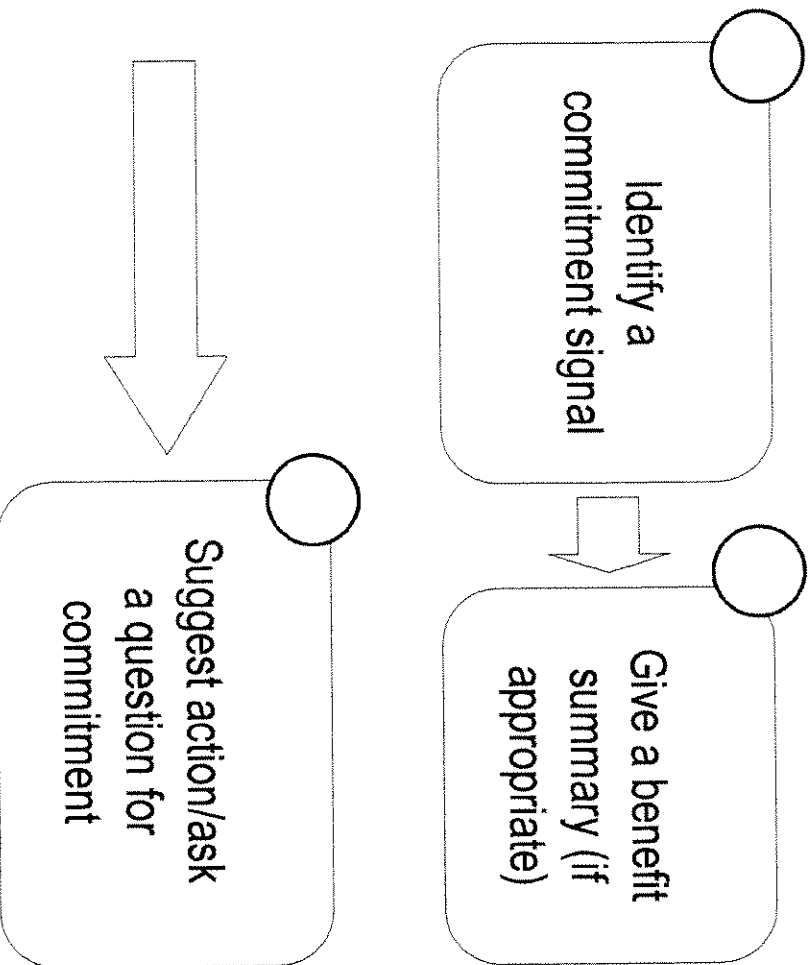


interactive
solution
selling

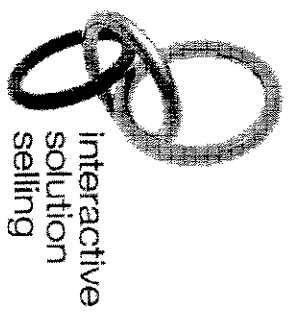
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Asking for Commitment

Three Step Process



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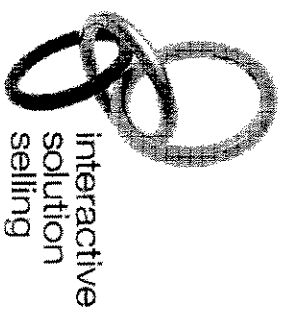
Ask a Question for Commitment

Ask For the Commitment “**Actively**”

- “Will you prescribe ATACAND for the next appropriate hypertensive patient?”
- “Can we discuss how well this product worked for your patients when I come back to see you?”

Avoid “**Passive**” Questions

- “Will you think about using this product for your patients who are currently experiencing these symptoms?”
- “Will you consider using these samples?”

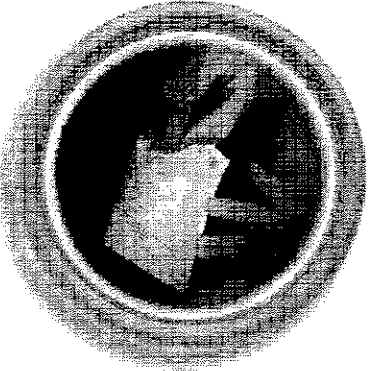


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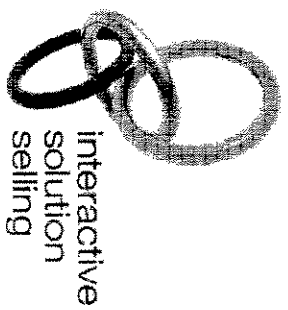
Asking for Commitment

Summary

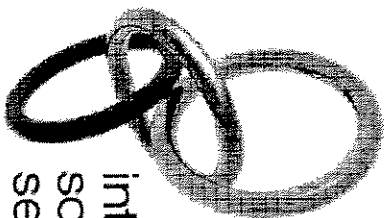
- A request for action to achieve your call objective
- You have to ask!
- Use the technique that works best for you



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**“What Good
Looks Like”**



interactive
solution
selling

ATACAND

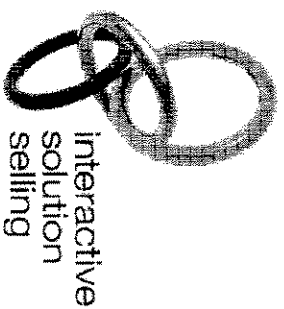
Need: All ARBs are the same and I really just need one that will work, that is easy for my patients to take

Presenting Strategic Solution:

- Doctor, you mentioned you need an ARB that works and is easy for your patients to comply with. Based on that need I would like to present new information supporting the proven and predictable dose response with the power of ATACAND® across a wide range of patient types...and this is evident from the ACTION trial data.

Asking for the Commitment

- Doctor, due to the fact that ATACAND is truly a proven effective once-a-day ARB for a wide variety of patient types, with powerful dosing flexibility will you prescribe ATACAND as a first line anti-hypertensive agent for your appropriate patients?



TOPROL-XL

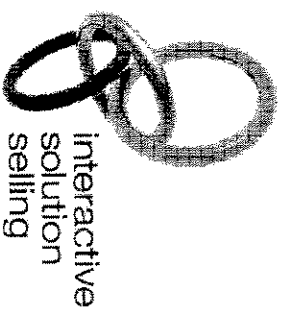
Need: If I were going to use a beta-blocker for HF it would need to have proven mortality benefits, otherwise I'll just stick to ACE inhibitors, diuretics and digoxin

Presenting the Strategic Solution

- Doctor, you mentioned that you have not used beta-blockers for heart failure in the past because you are skeptical about their benefits in those patients. Well I'd like to tell you about our new heart failure indication for TOPROL-XL. In the MERIT-HF trial, the risk of mortality was reduced by 34% for the patients taking TOPROL-XL versus placebo after they were already stabilized on baseline therapy of diuretics, ACE Inhibitors and digoxin.

Asking for the Commitment:

- Doctor, I would like to leave you a copy of the MERIT-HF trial for your review. Can we discuss this paper in more detail at my next visit?



ZESTRIL

Need: I receive a lot of phone calls from the pharmacist asking me to switch my patients from one drug to another because that is what is covered on the formulary.

Presenting the Strategic Solution:

➤ Doctor you mentioned that formulary coverage of an ACE inhibitor is a major determining factor of your prescribing choices. I would like to review the formulary coverage held by the lisinopril molecule which will reduce the need for call backs to your office, alleviating the extra work created by those call backs and prior authorizations.

➤ Asking for the Commitment:

➤ Doctor, since the lisinopril molecule is covered on many formularies reducing the amount of prior authorizations and callbacks to your practice can I be assured that you will prescribe Zestril as your ACE of choice for all appropriate hypertensive, HF, and AMI patients?

